

Oneida County Tourism Council
Sloan Building Rainbow Road, Lake Tomahawk
Monday, February 2, 2009 1:30 pm.
MINUTES OF MEETING

In attendance: Peter Wolk, Gary Baier, Dan Kuzlik, Trisha Gaffron, Romelle Vandervest, Connie Madden, Teralyn Fritz, Diane Hapka, Beth Poast, Kari Zambon, Pat Broukal.

Guests: Lyn Pilch, Sarah Pischer, Guy Hansen, Robert Sjoberg of Dynamic Personalities.

1. Call to order by Hapka 1:34 PM.
2. Approve agenda for today's meeting (Kuzlik/Madden).
3. Approve minutes of December 1, 2008.(Baier/Wolk)
4. Approve New Member to the Council pending receipt of dues payment – Tomahawk Chamber(Vandervest/Madden). Information can be sent to <jan@gototomahawk.com>. Madden will notify Pilch of payment, changes will be made and a press release will go out. New trails will also be added.
5. Approve Treasurer's report Madden presented a new report format; spreadsheet will track complete month by month. Audit done of budget and receipts of 2008 by county. Unexpended funds from 2008 totalling \$13,836. will carry over per Marge Sorensen. Pilch has an invoice carried over of \$4710.98 that will be submitted.(Gaffron/Kuzlik)
6. Approve invoices. No current invoices to approve.
7. Dates of future meetings. April 6- MAVWCC; May 4- RACC; June 4-Three Lakes(tba).
8. Guest Speaker Robert Sjoberg, Dynamic Personalities presented his proposal for a program.
9. Education Committee – Gaffron nominated to chairing committee(Madden/Baier). Line item needed to pursue educational programming. Proposal for \$1000 budget (Zambon/Broukal).
10. Centennial Committee - Romelle Vandervest reported that brochures from Courthouse Centennial will continue to be available and on the website.
11. Grow North and OCEDC - Kuzlik reported that the 2nd Annual Northwoods Business Expo will be at the Quality Inn in Rhinelander on 2/11 from 5 0t

8pm. It will be free to the public and exhibitors will pay \$25 for space. The Northwoods Business summit will be held at Treehaven in Tomahawk on February 12 with a focus on northwoods resources. Nicolet and Grow North are sponsors. The Eco Business Park will offer instant workshops responsive to attendees.

12. ITBEC Report –Baier attended the tourism committee January 22; had concerns regarding continuation of funding. Full board will be meeting later in the month. Counties Association funds ITBEC and the northern members want to keep it.
13. OCTC community relations report. There was no report.
14. Pilch & Barnet Report- Pilch said that B-93 had proposed a safe snowmobiling campaign. This was not approved. JEM Grants: AI has 4 regions each with a coordinator as there was a need for more community involvement. February 10 at 1PM the committee will meet at MAVWAC and following at 2:30 there will be a meeting for the stakeholders(artists, venues, etc.) To be a venue, there must be a minimum of 15 pieces and be a secure location. There will be one venue per county. Last years culinary and ag inventory will be on the website with Vilas additions. Work proceeding on a Meetings Promotion for group tours as well as meetings and conventions.
15. Monthly Budget Report(from P&B)- Motion to approve(Vandervest/Gaffron).
16. State Tourism Department update – Pischer discussed the 12.5% cut in the state tourism budget; Governor will discuss at his Budget address on February 10. The Governors Conference on Tourism is March 15-17 and is a great resource for all in tourism.
17. Oneida County resort tour – There is interest in revitalizing this tradition. As the Vilas resort tour is in the fall, on October 8, 2009. It is proposed that Oneida County Tourism Council schedule theirs in the spring. Round Table discussion groups and a speaker will be scheduled. Jenny Gibson has volunteered to help coordinate.
18. Oneida County Artists Interactive venue to be Minocqua for 2009.

19. Business survey approval. Tabled
20. Regional Partnering update. O.N.E (Original Northwoods Experience) committee is close to having an agreement completed. The next meeting will be in Manitowish Waters from 10AM to Noon on February 23.
21. Regional promotion opportunities. No updates
22. Public comment/communications. Hapka reminded everyone to bring area brochures to the next meeting or to take them directly to the Oneida County Airport. Fritz reminded everyone about the Three Lakes Lions Ice Fishing Tourneyment . Three Lakes is working with the County Zoning Committee to change an ordinance prohibiting display on banners, flags on the streets in the townships.
23. Items to be included on next agenda. None mentioned
24. Adjournment - 3:25PM (Vandervest/Baier)

Respectfully submitted,
Kari Zambon OCTC Secretary

